



IMPACT 2-1-1

Can be reached 24 / 7 / 365

Simply dial 2-1-1, or

414-773-0211, or

Toll free at 1-866-211-3380

Call Volume: 2002 to 2012

Year	Number
2002	58,106
2003	79,182
2004	89,741
2005	111,798
2006	122,640
2007	120,192
2008	130,083
2009	141,625
2010	137,388
2011	119,891
2012	143,731
Total	1,254,377

Contacts: January to December 2012

Total Calls for Year	143,731
Online Database contacts	37,836
Total Contacts	181,567

Call Volume

January to December 2012	143,731
January to December 2011	119,891
Increase	19.9%



Maslow's Hierarchy of Needs

What are our customers calling about?

January – December 2012

Service Request Category	Number	Pct.
Housing/Utilities	54,628	39.6%
Food/Meals	36,972	26.8%
Clothing/Personal/Household Needs	15,281	11.1%
Information Services	13,622	9.9%
Health Care	13,613	9.9%
Legal, Consumer and Public Safety	9,491	6.9%
Mental Health/Addictions	8,137	5.9%
Individual, Family and Community Support	7,980	5.8%
Income Support/Assistance	6,429	4.7%
Other Government/Economic Services	3,537	2.6%
Employment	1,482	1.1%
Transportation	1,365	1.0%
Education	1,231	0.9%
Volunteers/Donations	712	0.5%
Arts, Culture and Recreation	669	0.5%
Disaster Services	289	0.2%

Partnerships and Collaborations

- Milwaukee County Continuum of Care: Homeless and those at risk of homelessness; provide assessment for those in need of emergency shelter or prevent households from needing shelter
- Project Launch: City of Milwaukee Health Dept.: Improving growth and development of children in high-risk neighborhoods
- Hunger Task Force/Food Pantry Network: Gateway for access to emergency food and infant formula
- Free and Community Clinic Collaborative: Maintain information and provide referrals to clinics
- 2-1-1 Wisconsin: Collaboration with seven other 2-1-1 providers in WI + provide overnight and overnight coverage for over 70% of state population; assistance in case of a disaster

Partnerships and Collaborations

- Milwaukee County Dept. on Aging: Provide overnight and weekend coverage for emergency situation with older adults
- Parenting Network: Provide overnight and weekend coverage for the Parent Helpline hotline
- Milwaukee County Emergency Management: Provide assistance in case of a disaster in Milwaukee County (floods, public health emergencies)
- 2-1-1 US and Alliance of Information and Referral Specialists: National disaster response network in case of wide scale disaster (Hurricanes Katrina and Sandy, San Diego Wildfires and others)

Data and Resources

- Most complete inventory of family, health and human service providers in Milwaukee County
 - 1,473 Agencies
 - 3,559 Sites
 - 14,512 Services
- Caller Data and Statistics
 - Demographics (Age, Sex, ZIP Code, Ethnicity, Primary Language and many others)
 - Service requests
 - Tracking of unmet needs and gaps in service
 - Specialized reports for foundations, university research, government, collaborative partners, etc.
 - 1,264 separate categories of services tracked in 2012
 - Nearly 200,000 referrals made to over 1,200 agencies in 2012

Resource Department:

- 2 full-time equivalent staff
- Responsible for collecting, maintaining and updating agencies, organizations and other entities that provide family, health and human services
- Apply "Inclusion Policy" for what is collected and maintained
- Indexed according to the AIRS/Infoline Taxonomy of Human Services
- "Formal" updates completed once per year (in general)
- Updates completed more often for organizations where a large number referrals are made
- Research is ongoing
- Data represents inventory of family, health and human service provision in our service area

Skills and Abilities

- Assessment and define presenting problem and underlying issues
- Problem solve to identify a course of action and options
- Matching resources that can address the problem
- Assist with system navigation and provide advocacy when needed
- Follow-up and check-in for complicated and serious situations
- Caller Data and Statistics
 - Demographics (Age, Sex, ZIP Code, Ethnicity, Primary Language and many others)
 - Service requests
 - 1,264 separate categories of services tracked in 2012
 - Tracking of unmet needs and gaps in service
 - Specialized reports for foundations, university research, government, collaborative partners, etc.

IMPACT 2-1-1 Technology

State-of-the-art telephone system

- Customers may opt to have a call-back made if they are unable to wait for an operator
- Ability to apply skill-based routing of calls (“queue’s”)
- Ability to change “on-the-fly” how calls are routed based on high or low call volume for a certain type of call.
- Capacity to handle a large volume of calls with no busy signal
- Use of data to make smart decisions
 - Scheduling
 - Routing calls

IMPACT 2-1-1 Staffing

20 Community Resource Specialists = 13.5 FTE,
including 2 on-call staff (emergency shortages)

3 Resource Department Staff = 3 FTE

1 Call Center Manager = 1 FTE

1 Volunteer/Intern Coordinator = 0.75 FTE

1 Program Director = 1 FTE

18 Interns and Volunteers = 5 FTE

Total = 44 Individuals

2 Information/Technology Specialists = 24/7/365

Intern program:

Over 145 interns trained since 2004

Most are bachelors degree level; some masters and some associates degree levels

Colleges and universities (4 to 10 interns per semester):

Alverno College
Cardinal Stritch University
Marquette University
Milwaukee Area Technical College
Mount Mary College
Riverside University Prep. High School
Southern New Hampshire University
Upper Iowa University
UW – La Crosse
UW – Milwaukee
Wisconsin Lutheran College

Community job training and placement agency:

Interfaith Older Adult Programs

AWARD WINNING!

**2007 and 2010 Helen Bader School of Social Welfare Field Placement
Agency and Instructor of the Year (Lori Boesel)**

IMPACT 2-1-1 online database

Go to www.impactinc.org

Major upgrade made, December 2011

Use “partial word” for searching

Example: “clinic” brings up all service terms
containing the word “clinic”

<http://www.impactinc.org/>

<http://www.211.org/>

<http://211wisconsin.org/>

Thank you!!